Role of Shantikunj in the Nurturing of Values and Ethics for Cultural Tourism Promotion

Synopsis

For Ph.D. Programme- 2012

Supervisor

Prof. R. A. Sharma

(Prof. in school of studies in tourism and travel mgmt, Jiwaji University, Gwalior M.P.)

Submitted by

Garima Pandey

Garima Pandey

Research Center

Dept. of Indian Culture & Tourism Management

Dev Sanskriti Vishwa Vidyalaya,

Shantikunj Haridwar

Introduction:-

Shantikunj was established in 1971 by Pt. Shriram Sharma Acharya on a small piece of land. Later on it was spread over a large area named as Gayatri Nagar. Several higher level spiritual practice camps were organized here under his guidance. Due to the great efforts done by Shantikunj there are more than over 4000 Gayatri Shaktipeeth (pragya shansthan) in India and internationally. There are more than 10 lac. believers are adjoined with shantikunj through their efforts on Revival of beliefs and ethical values all over the world. At present Shantikunj is function under Shri Vedmata Gayatri Trust, headed by Mrs. Shailbala Pandya, daughter of Pt. Shriram Sharma Acharya.

Shantikunj is devoted to cultural, ethical, moral and spiritual awakening and national integration. Development of divinity in mankind is the foremost goal and avowed objective. Pledged for national peace, prosperity, amity, love, goodwill and fraternity irrespective of region, religion, faith, caste, creed, sect, etc., Shantikunj is a unique abode true to its name. Visitors of all faith & linkages are glued to the Ashram, when they visit and view its peace & fraternal treatment. The courteous ovation and pleasing treatment add glory to the solemn attraction and the visitor wishes to come here again.

Expansion of national unity, amity and brotherhood and extinction of ignorance, jealousy, hatred, and strife from globe are being attempted by popularizing Gayatri Mantra, Yagya and Sanskaars (sacramental rites), the adoption of which invokes celestial thoughts and inspires for divine deeds. The divinity may be seen firmly fixed in every activity of this holy pilgrimage center.

For upliftment of the moral, cultural, spiritual and ethical values, national integration and development of youths, various training are organized frequently. Amongst these, the regular ones are:-

- Nine days training of Sanjeewani Vidyaa (Art of Living & Art of relating training camps).
- One month training of you shilpi and parivraajak j(Art of Serving & Art of Leading training camps)
- Three months training for proficiency in Sangeet(music).

Occasional training of officers, and employees of govt., local bodies, corporations, banks, factories etc. are also organized on: elegant life style, organizational management, efficient working

Superviser

Researcher

Garima Pandey

methodology, work culture, glory of labor, health, behavioral science, value of time, inculcation of discipline, duty consciousness, national integration. The programs run by Shantikunj reflects the true essence of Indian Culture. And every aspect of Shantikunj is devoted towards the promotion of Indian Culture.

Culture is complex multidimensional phenomenon that is difficult to define, and the hundreds of different definition presented in the literature reflect this, for example: Kroeber and Kluckhohn (1985) documented that there are over 160 definition of culture. Culture is broad in its scope, theorists have has difficulties in arriving at one central definition of culture and have had different view about what constitutes the meaning of culture. Culture is a kind of agriculture. The agriculture of emotions and thought, conducts and behavior, values and life philosophy.

The classic definition of culture is- that complex whole which includes knowledge, beliefs, art, morals, law, customs and any other capabilities and habits acquired by man as a member of society. (Tylor, 1925, p1).

Culture as define in Oxford Dictionary "the training and refinement of minds testes and manner the condition of being. Thus trained and refined the intellectual side of civilization, the acquainting our selves is the best"

Culture

Culture can be defined as the whole complex of distinctive spiritual, material, intellectual and emotional features that characterize a community, society or social group. It includes not only arts and literature, but also modes of life, the fundamental rights of the human being, value systems, traditions and beliefs. Culture encompasses the living or contemporary characteristics and values of a community as well as those that have survived from the past. (ICOMOS 2002)

Cultural Tourism

- Cultural Tourism is essentially that form of tourism that focuses on the culture, and cultural environments including landscapes of the destination, the values and lifestyles, heritage, visual and performing arts, industries, traditions and leisure pursuits of the local population and host community. It can include attendance at cultural events, visits to museums and heritage places and mixing with local people. It should not be regarded as a definable niche

within the broad range of tourism activities, but encompasses all experiences absorbed by the visitor to a place that is beyond their own living environment. (ICOMOS, 200).

- Cultural tourism covers all those aspects of travel where by people learn about each others, way of life, food habits, lifestyle, dresses, festival, social ceremonies, religious rituals and thoughts also learn about their art forms craft, music, folk, dances.

The Indian Culture is described as 'Sa Prathama Sanskrati Vishvavara' the first and the supreme culture in the world. It is honored as a divine culture. Being an Oriental ancient civilization, India has a history of 5000 years. And its culture, extensive, profound and mysterious, has made immeasurable contributions to the world progress and civilization. Its distinct characteristics and personalities have made scholars and experts of academia today excited and confused, arousing their interest in probing the mysteries inside. The core of Indian culture, as shaped by the revered Rishis, revolves around the principle of 'Vasudhaiva Kutumbakam' treating the entire world as our own family, which reflects universality of serene love, altruism, sharing of responsibilities and caring for all beings. Indian Culture is rich and diverse and as a result unique in its very own way. Our manners, way of communicating with one another, etc. are one of the important components of our culture. Even though we have accepted modern means of living, improved our lifestyle, our values and believes still remains unchanged. A person can change his way of clothing, way of eating and living but the rich values in a person always remains unchanged because they are deeply rooted within our hearts, mind, body and soul which we receive from our culture.

In modern India there is culture and religious diversity throughout the country. This has been influenced by the various region of India, namely south, north and north-east have their own distinct identities and almost every state has carved out its own cultural niche. India was the birth place of religious systems such as Hinduism, Jainism, Buddhism and Sikhism, which have a strong influence not only over India, but also the whole world and mainly eastern and south eastern Asia. Following the Islamic invasion and the subsequent foreign (European occupancy) domination from the tenth century onwards, the culture of India was heavily influenced by Persian, Arabic and Turkic culture.

Indian culture treats guests as god and serves them and takes care of them as if they are a part and parcel of the family itself. Elders and the respect for elders is a major component in Indian culture. Elders are the driving force for any family and hence the love and respect for elders comes from

within and is not artificial. An individual takes blessings from his elders by touching their feet. Elders drill and pass on the Indian culture within us as we grow.

Shantikunj run various types of programs and different kinds of activity and routine or there for their visitors and tourist to develop and strengthen the Indian Vedic culture and sanskars among tourist and visitors. All these programs, activity and routine help Shantikunj to built and strengthen the Indian culture. The tourist visiting Shantikunj as a part of cultural tourism goes through these various kinds of programs, activities and routines, thus developing high ethical values and enlightment towards Indian Vedic culture. These programs, activity and routines imparts a good effects on the cultural tourist visiting Shantikunj thus leaves a good impression about Indian culture and Vedic culture on their mind and soul. This effect helps the tourist to provoke other similar tourist friend and families to visit Shantikunj and learn about ancient Indian Vedic culture their beliefs rituals and rich heritage of knowledge and wisdom. The "world of mouth" encourages other tourist to visit India (Shantikunj) to learn about the rich and ancient mystical Vedic culture and inherit the same within themselves thus spreading the values of Indian Vedic culture worldwide channelizing and attracting more and more tourist towards India (Shantikunj).

Review of Literature:-

Cultural Attractions and European Tourism

Richards, G (2001)

Cultural tourism has been identified as one of the most important of the global tourism markets. Europe hosts a vast treasure house of cultural attractions and the level of competition between cities, regions and nations to attract cultural tourists is increasing. This book reviews the cultural tourism market in Europe, based on recent surveys. It analyses the way in which cultural attractions are produced for and used by cultural tourists and pays attention to specific types of cultural attractions including museums, art galleries, monuments and heritage attractions and the management, marketing and cultural issues surrounding them.

Superviser

Researcher

Gazima Pandey

Cultural tourism and the vacation ownership industry

Tammie J Kaufman and Michael Scantlebury (2007)

Both cultural and heritage tourism and the timeshare industry have seen dramatic growth during the last decade. The purpose of this research project is to determine whether there is a link between cultural and heritage tourism and the timeshare industry. Vacation club owners who belong to an internationally recognized branded vacation club were surveyed to determine their interest in Orlando's cultural and heritage attractions. The results indicated a significant relationship with the Orlando vacation owner and their interest in Orlando's cultural and heritage tourism industry. The results of this survey will help developers better understand their owners. It will also provide developers with information that will help diversify the planned activities that they may offer the vacation club owners. The community's tourism marketers will be aided in support for this growing area of tourism in Orlando.

Cultural Tourism In A Greek Insular Community: The Residents' Perspective Sdrali, Despina, Chazapi, Katerina (2007)

Cultural tourism constitutes an alternative strategy of sustainable local development for improving quality of life. The main objective of this type of tourism is to transform the regions, which are characterized by cultural resources, into ideal places for vacation, residence or business. In this study the residents' perceptions of cultural tourism were examined in a case study of a Greek island, Andros. It was found that the majority of the respondents were aware of the importance of cultural tourism and they argued that it could contribute to the island's local development. The findings also suggested that there is a strong relationship between the respondents' characteristics and their perceptions of the impacts of cultural tourism on the island's development.

Cultural Tourism Attraction in Taiwan
Ang-Cheng Kris Ho, Kai-Chih (Max) Chang (2008)

Cultural tourism has become one of the fastest growing industries in the world. This research Attempts to show the role of music and tourism as part of cultural tourism attraction in Taiwan in the last ten years. It explores the interrelation of music and tourism in Taiwan, especially

Superviser

Researcher

Garima Pandey

aboriginal music and culture development. Based on the multicultural and aboriginal characters, historical background as well as geographic influences, it examines what tourism attraction can be an advantage of promoting Taiwan tourism to tourists. In addition, this research will help the residents and non-residents to participate in the tourism development process in some degree, and people who are often marginalized in conventional tourism development can be a centre of tourism.

A Technological Infrastructure for Cultural Tourism

L. Bordoni(2010)

Cultural assets are an expression of a country's artistic and historical heritage, and are custodians of its identity. This heritage includes material and immaterial assets that, through their connection with a community's history, art, and culture in general, bear witness to its customs, and above all to its spiritual roots. Art and culture as the expression of a people's diversity are inscribed in the complex history of civilizations. Cultural assets make it possible to rediscover the common traits that

facilitate contacts between populations and the development of the international community. Our aim is to contribute to cultural tourism through the creation of networks disseminating information on the availability of artistic objects and manifestations and making them known to the general public. For this purpose semantic web technologies are proposed for application to diversified information

sources that may be referred to two major areas of cultural tourism interest: services (transport, hospitality, etc.) and culture (history, art, traditions, etc.).

Study the Development of Patalkot as a Cultural Destination

Sapra Nandita, Patil J and Makhija G (2011)

Culture tourism has special significance in promotion of national integration and international understanding. Thousands of archaeological and historical monuments scattered throughout the country provide limitless opportunities to learn about the ancient history and culture. The tourism authorities at the central and state levels have played an important role in the development of the industry, with promotional campaigns such as "Incredible India," which promoted India's culture

and tourist attractions in a fresh and memorable way. The study has taken a case of Patalkot, which has a very distinct cultural and heritage. The location in itself is unique, situated in the shape of a horse-shoe valley, walking down the steps is an experience in itself for the tourists. Patalkot is attracting many tourists because of its beautiful geographic location, natural scenic beauty, culture of local people and the immense herbal and medicinal wealth. It was found that very few people were aware of this place and even the bordering cities were totally oblivious of such a beautiful place. The visitors who came here stayed only for a few hours and left because of lack of proper accommodation facilities. The people who were aware also shied away from going to this place due to lack of proper roads and hence connectivity. There is undoubtedly a vast potential for tourism in Patalkot and the people are ready to visit if there is safe accommodation facilities, proper infrastructure, food and beverage arrangements and cost effective tour packages covering nearby places. From the economical point of view, Patalkot is rich in herbal and forest wealth but due to the lack of initiative from the Government, also non-availability of proper market, tribal have to move away for earning. This makes the valley omitted from its culture and customs. Presently, it is the need of the hour to provide basic facilities to these tribes but in a properly managed way. Study reaches on the conclusion that Palaayan should be stopped completely so that the culture and rituals of tribes of this region remain live. The culture of these people should not be killed; the system of curing disorders should not be exploited. Government should take initiative by giving employment opportunities to the tribal folks. Funding facilities should be given to them for cultivation in their field, use of wasteland and water management. Government should establish an agency for collecting forest produces brought by tribal so that they can avail the actual rate. Government should develop, with the participation of the people concerned, take coordinated and systematic action to protect the rights of these people and to guarantee respect for their integrity. Recognition and, wherever practicable, assistance should be given to these tribals in respect of their cultural identity, religious practices, linguistic abilities, origin, traditional knowledge or other characteristics.

Creative Tourism: the cultural way

Adyasha Das

Creative tourism, considered to be a new-generation of tourism is based on a creative collaboration between tourists and hosts to develop engaging, fulfilling experiences, offering visitors creative

Superviser

Researcher

Garima Pandey

pursuits. It provides visitors the opportunity to develop their creative potential through active participation in learning experiences which are characteristic of the holiday destination where they are undertaken (Researchs and Raymonds, 2000:18). Though an off-shoot of the conventional cultural tourism, creative tourism has a distinct character of its own. Cultural tourism is focused on iconic buildings, mega events, dynamic historic heritage, vibrant cultural life at a destination etc. Creative tourism is related to the need for experiencing the creative process – from textile weaving in the Mapuche regions of Chile to icon-painting in Russia, Odissi recitals in Odisha or reviving strong traditions. As creative tourism doesn't require impressive historic buildings, UNESCO lists or famous events, its destinations extend from Berlin and Austria to small villages along the Ganges River and the high planes of Peru. This geographical extension benefits far-flung communities in developing viable cultural tourism models. Creative tourism directly contributes to the local economy not only through tourism exports, but through direct financial contribution to the local creative industries and the supporting local infrastructure. Despite obvious differences, the existing business model for creative tourism indicates that any destination of cultural tourism can profit from creative tourism. This merger of different forms of tourism finds very fertile ground through creative tourism activities: creative and adventure tourism, cultural and creative tourism, archaeology tourism and creative tourism, wine & gourmet tourism and creative tourism. Creative tourists have distinctive experiences that blur the boundaries between everyday and touristic life. These experiences challenge conventional typologies of the tourist experience. The points of discussion would include:

• Enhancing the economy through creative tourism.

• Creative tourism experience

• The relationship between enrichment, cultural and creative tourism

• The relationship between the creative industries and tourism

According to Pandit Sriram Sharma Acharya in his book, Bharatiya Sanskriti ke Adharbhoot Tatva(1998) "The Indian culture is best in the world, this is not the boasting but this is reality. Indian culture has been honored saying it as God's culture. Indian culture can be described as the highest level of development of human being. The very important duty of Indian culture is to ensure that humans are not growing the animal culture inside them. Indian culture has always

Superviser

Researcher

Garima Pandey

produced great men and this is our largest heritage. In our social side also, the Indian culture is standing on a scientific base. " Yug Nirman Yojana, gayatri tapobhumi Mathura

According to Pandit Sriram Sharma Acharya in his book Bhartiya Sanskriti ek Jivan Darshan(2005) "It is said that for any country and its citizen the need of culture is as important as the need of air, water and food. Like without food, water and air, the survival of any country and its citizen is impossible likewise without culture the existence of the nation and their citizen is also impossible. So it is truthful that culture may not be able to save any person's life but it can surely save the existence of a nation. And that's why every nation and religion has its own and unique culture, it also becomes the identity of that nation, society and its creed. Today there are different cultures like American, Chinese, Arabic, geek etc are found in the world, every scholar of this world has excepted that among all these cultures, Indian culture is the ancient one. And we can say that Indian culture is not only the ancient one but it is also the greatest one. It is because other culture of the world has got very least section of spiritualism or it is maximum limited to materialism. But main aim of Indian culture is the development of spiritualism." Yug Nirman Yojana, gayatri tapobhumi Mathura

Pandit Sriram Sharma Acharya- Samasta Vishwa ko Bharat ke Ajastra Anudan(1998), Yug Nirman Yojana, gayatri tapobhumi Mathura

There were a large number of studies related to culture & cultural tourism are done by different scholars but this study of Shantikunj and its role in nurturing of Indian cultural and promoting tourism is new and first of his kind.

Aims and Objectives:-

1. To identify the volume and value statistic of tourist arrivals visiting Shantikunj.
2. To assess the role of Shantikunj towards development of Indian culture among tourist
3. To analyses the level of visitor's perception, expectation and level of satisfaction of tourists and pilgrims visiting Shantikunj
4. To evaluate the cultural quality and spiritual significance the available amenities and facility of Shantikunj for tourist arrival.
5. To assess the impact of overall ambience of Shantikunj on visitors.

Superviser

Researcher

Garima Pandey

Hypothesis:-

1. There is a significant positive relationship between the mind set of visitors and the available services and cultural activities in Shantikunj.
2. There is a significant positive relationship between the shantikunj and visitor on nurturing Indian Culture and tradition.

Research Methodology:-

In order to get reliable and authentic information a questionnaire consisting of 2 parts will be developed for this study:- Primary and Secondary.

Part 1 will designed to collect information about the tourists motivationfor visiting shantikunj and

Part 2 will be designed to collect information of tourist / pilgrimage perception about Shantikunj cultural environment. In this study concern questionnaire shall be self define based on value for money, friendly people, quality of services, food and environment, location, services and courtesy, and price and value. Furthermore hygiene, sanitation, accessibility, mode of transport, souvenir and handicrafts, self satisfaction, parking, neat dress of employees, food tastes shall be the part of questions

Research Design- Field study research design will be used.

Sample and Sampling- Project intends to use probability sampling (Random Sampling).

Sample Size- The total sample size shall be of 1000 with the fair representation of tourist, visitors, staff personnel of Shantikunj and other tourism entrepreneurs.

Area- Shantikunj, Haridwar.

Tools to be used- I proposed to develop a scale to study

Data collection

1-The study shall be based on primary data collected from tourists/visitors, all staff of shantikunj. This study relies upon the intensive field study and questionnaire based survey method. In the questionnaire section a total of 1000 questionnairs will be taken. Out of which 400 questionnairs

Supervisor

Researcher

Garima Pandey

will be from foreigers, 400 domestic, 100 staff of shantikunj, and 100 from other tourism entrepreneurs.

2- For this study, two research tools include the survey and interviews shall be followed. The structured questionnaire shall be given to the respondents. The questionnaire shall contain questions pertaining to their views or personal insights regarding the various aspects related to objectives.

1. The time frame for collecting during the course of study.
2. Although, the study basically proposes to use primary data, secondary sources shall also be used in order to authenticate the study. It shall be collected from official sources of Shantikunj. Besides this non-governmental sources including published and unpublished research studies, periodicals, journals, and periodic reports shall be used.

Data Analysis

***1-Package for analyzing collected data*:** Statistical Package for Social Sciences (SPSS) shall be used to analyze the data.

2- Proposed scaling techniques: In order to use the questionnaire as an evaluation tool, the respondents shall be asked to rate each statement or question in the survey using a Likert's scale with a five-point response scale. A Likert's Scale is a rating scale that requires the subject to indicate his or her degree of agreement or disagreement with a statement.

Typology of questionnaire

1. Questionnaire for staff.
2. Questionnaire for impact of tourism

Positive

- economic impact
- Socio Cultural impacts
- Environmental impacts

Superviser

Researcher

Gaurmahendra

Negative Impact

- Economic impacts
- Socio Cultural impacts
- Environmental impacts

3- Questionnaire for tourist

Limitations:-

1. This research is based on the promotion of Indian Culture by the programs run by Shantikunj, Haridwar.
2. This research is highlighting the people participating in the cultural activities conducted by Shantikunj at Haridwar and simultaneously contributing to the tourism of Haridwar.
3. The data collection for the promotion and nurturing of Indian Culture confined to timeframe of the study.

Chapterization:-s

- Chapter 1 :- Introduction
- Chapter 2 :- Origin & growth of Shantikunj
- Chapter 3 :- Research design & Review of Literature
- Chapter 4 :- value, Ethics and Cultural Tourism vis a vis role of Shantikunj
- Chapter 5 :- Interpretation and Analysis of data
- Chapter 6:- Discussion and Suggestion

  Bibliography

Reference:-

- Acharya Pandit Sriram Sharma, Bharatiya Sanskriti ke Adharbhut Tatva(1998), Yug Nirman Yojana, gayatri tapobhumi Mathura
- Acharya Pandit Sriram Sharma, Bhartiya Sanskriti ek Jivan Darshan(2005), Yug Nirman Yojana, gayatri tapobhumi Mathura

Superviser

Researcher

- Acharya Pandit Sriram Sharma, Samasta Vishwa ko Bharat ke Ajastra Anudan(1998), Yug Nirman Yojana, gayatri tapobhumi Mathura
- Acharya Pandit Sriram Sharma, Rastra Gaurav(2005), Yug Nirman Yojana, gayatri tapobhumi Mathura
- Agarwala Prithvi ku, Bharatiya Sanskriti ki Rooprekha(2000), University pub.
- Badan B.S., Bhatt Harish, Culture and Tourism(2007), Commonwealth pub.
- Chatak Dr. Govind, Bharatiya Samasya aur Samadhan, Takshashila pub.
- Dwivedi Vraj Vallabh, Ek Vishwa ek Sanskrity(2003), University pub.
- Goyal Preeti Prabha, Bharatiya Sanskriti(2000), Pubby Rajasthani granthagar
- Gupta S.P., Culture tourism in India(2002), Indraprastha museum
- Jaishwal A.K., Vedic Sanskriti ke Vividh Ayam(2000), Lalit prakashan
- Joshi Atul, Bharat me Adhunik Paryatan(2010), Rawat pub.
- Kandpal Pawan, Indian Culture and Civilization (2007), ABD pub.
- Kumar Shashi Prabha, Bharatiya Sanskriti: Vividh Ayam(2005), Vidyanidhi Prashan
- Luniya B.N., Evolution of Indian Culture(1952)
- Mahan Narendra, Bharatiya Sanskriti(2003), Prabhat Prakashan
- Parakh Javarimall, Sanskriti aur Samiksha ke sawal(1995), Radha pub.
- Sharma O. P., Indian Culture: Ancient Glory And Present Gloom(1993), Intellectual Publishing House
- Sharma Dr. Munsiram, Vedic Sanskriti aur Sabhayata(1998), University pub.
- Sharma K.K., Tourism and Culture(1999), Sarup & sons
- Shastri Dr. Mangal deva, Bhartiya Sanskriti ka Vikash(2005), Bharatiya janpr
- Venkateswara S.V., Indian Culture Through the Ages(1996), gyan pub. House
- Vare S.L., Indian Society & Culture(2007), kailash books
- American Indian Culture and Research Journal
- Journal of Indian History and Culture Editor : Dr.G.J. Sudhakar
- *Journal of Hospitality & Tourism Research* Editor's Choice Collections

Superviser

Researcher

Gazma Qudeer